

DECLARATION

I, R. Harish, hereby declare that this Thesis titled “**Brand Architecture: Designing a Framework in the Indian Context**”, is the research work done by me under the supervision of **Dr. Vivekanand**.

I am submitting this Thesis for possible award of Doctor of Philosophy of the ICFAI University Dehradun.

I further declare that this Thesis has not been submitted for the award of any other Degree/Diploma of this or any other University.

Signature of the Doctoral Candidate

R. Harish

Date: